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Table 1: The UK fashion industry experts interviewed

Company	Organisation Type	Interviewee Position
Company A	Pure own brand - Fast fashion retailer	1) Wholesale brand coordinator 2) Buyer 3) Senior Buyer
Company B	Pure own brand - Quality led retailer	1) Head of Department 2) Buyer
Company C	Premium brand - Performance design led retailer	1) Designer
Company D	Premium brand - Performance design led retailer	1) HR Manager
Company E	Premium brand - Performance design led retailer	1) Buyer
Company F	Premium retailer and own fashion brand	1) Store Manager
Company G	Premium brand - Wholesale brand and Manufacturer	1) CEO
Company H	Premium fashion - Wholesale brand and Manufacturers	1) International Marketing Director
Company I	Premium Fashion – Wholesale brand and Manufacturer	1) Creative Art Director
Company J	Multi-channel retailer (wholesaler and own brand retailers)	1) Head of Department 2) Senior Buyer
Company K	Multi-channel retailer own brand retailers	1) Assistant Buyer (previously a senior buyer for the same company)
Company L	Component Supplier	1) President of Apparel and footwear
Company M	Component supplier and wholesale brand	1) Non-Executive Director
Company N	Designers and manufacturer for design led brands	1) Senior Fabric Technologist
Company O	Textile research and funding organisation	1) Textile researcher
Company p	Textile research and funding organisation	1) International Director
Company Q	National Retail Research Knowledge and Exchange Centre	2) Retail Expert